

Blake: Intro

[Play low volume video in the background.](#)

Hi Everybody, my name is Blake. Here at Hacktivate, my team and I are known as the Rock Stars. But our day job is the Red Mountain Student Council. In our humble opinion, we are at the top of our event-planning game. Sometimes, vendors and DJ companies offer us discounts to use them because they want to be a part of the huge events we plan. Our events have been selling out since 2015. So it's only fitting that we got the Hacktivate prompt of "Having Fun in My Community." [\(Turn up volume and let play\)](#)

The prompt says that Mesa offers tons of amazing events. But when we studied the Hacktivate data, 268 events had zero attendees. We thought of adding some recurring events, with food trucks, music and inviting families. But when we studied the Mesa website, we saw those events were already happening--like the Pioneer park Saturday nights with food trucks, or weekly concerts at Mesa Arts Center. Those events sound really cool! So we thought, OK, if this was happening at Red Mountain, we'd get our events on social media. When we went to social media, we saw the City of Mesa, Mesa Arts Center and other Mesa establishments were already there.

Logan: Meme shift

[Click next to Show Hactivate Prompt](#)

The Hacktivate prompt says "Many people aren't aware of all the exciting experiences downtown Mesa has to offer." We run into the exact same problem when we we try to build up ticket sales to our campus events. Just like Mesa, we have exciting events but we have to make people aware. There are many ways to advertise our events, but the biggest way we make people aware? This. [\(Flash Meme on screen\) PAUSE>>>>](#)

According to the Pew Research Center in Washington DC, Teens spend an average of 9 hours a day, online, 54% admit to being addicted, and 2/3rd of parents are concerned. Why are we giving you this data? Why did we go outside the data presented by Hacktivate? Because Teens are free advertising. Social Media is free advertising, BUT, the big BUT, is it has to be used in the correct way. When events are seen over and over, it makes people want to go. In our humble opinion, the free advertising through others' posts can boost the way of the future of downtown mesa's growth. Out with the old and in with the new. In 2019, social media is the key to the Hacktivate prompt of "making people aware." [\(Replay our video on low\)](#)

Blake: Stats

The Downtown Mesa Instagram has 3,654 followers but only 159 likes on the most recent post and their Twitter has 2,661 followers but the latest tweet got 2 likes. So something is obviously not clicking.

Jessi/Kendal: App/Website Demonstration

Jessi: As a council, we try to captivate our audience by involvement. So, help us prove our point by making some live data.

Kendal: We would like you all to please **stand** if you have ever re-posted any kind of event! A dance, concert, game, ...

Now **stay standing** if the event coordinator has ever paid you for helping them advertise their event....

Jessi: So the moral of the story is that most of us have advertised a event for free just by reposting. Going back to the Hacktivate prompt of making people aware. ONE answer is Repost...Repost...Repost...

Brennen: Egg Intro

We live in a era of which the most random image, phrase, or dance can become more embedded in our minds than our assignment or work due dates. People are addicted to the Internet. [\(Look at a JUDGE AS A VOLUNTEER\)](#)

Do you know the most liked picture on Instagram?

[Post Egg Video](#)

This, my fellow Hactivators, is the most liked picture on Instagram (49,198,363) and counting with a rising 8.1 million followers,

Runner up? Anyone know?Kylie Jenner (18,000,000). 31,198,363 more likes.

We interpret this data that Downtown mesa could have the ability to control the weekends of families, young adults and teens--and that is recurring. The people of Mesa need something to do. Proof? @worldrecordegg posted a second picture 16 hours ago (more than 5,000,000 likes).

Jessi/Kendal: Viral Demonstration

Kendal: So, I have a question for you! To prove the point of posts going viral, tell me.. What color was “the dress”, white and gold?

Jessi: or blue and black!?

Jessi: On the topic of going viral, please stand if have flipped or heard about the water bottle flipping challenge.

Kendal: Now sit if you’ve EVER watched a video of “the ice bucket challenge”?

Blake: Tie it up

[\(Click next screen. of laptop group\)](#)

So the bottom line? After studying the Hacktivate prompt, the Hacktivate data and the new data,

1. few people know about Mesa’s amazing events. But you already knew, that--that’s why Hacktivate asked us!
2. The solution is not to plan more or bigger events. It’s not to build a new event center or park. Rather, the solution is to get the word out. How can you do that? Simple. Let millenials run your social network. We have a room full of minimum wage candidates right here. Just one millenial or Gen Z kid, could revolutionize city events. We predict that one kid working at \$12 an hour could increase event attendance and profits by at least 20%. The city of Mesa can to tap into the 2019 market and utilize the futuristic concept of free advertising. Thank you.

Shift our perception

City of mesa

Free Advertising
through teens!!

Current ways
of
advertising

